

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

SOPM's

TO: ~~Distribution~~

DATE: June 7, 1991

FROM: ~~Headquarter Sales~~
~~Michael Mangin~~

SUBJECT: 3rd Quarter Flexible Budgets

are the section
Attached ~~please find field budgets for price reduction~~
materials, vehicles on Alpine and Bristol for the 3rd quarter. A
couple of points worth noting:

- o Bristol is now included and there will no longer be a monthly allocation of materials on behalf of Bristol. Bristol, however, will not be supported with price ~~reduction vehicles~~ in excess of \$1.00 off without NYO approval.
- o Bristol's flexible budget should be sufficient to cover 40% of the brand's volume, a substantial increase over previous levels. This increase is designed to accomplish two objectives; first, to be more competitive with Raleigh Extra and Montclair and secondly to support new distribution efforts which will be communicated under separate cover.
- o Alpine's budget has also been increased to allow use of higher denominations as needed to meet competitive efforts.

Carrie Day
~~If you have any questions, please call.~~

Distribution

cc: A. MacRae
R. Mikulay
A. Sinha

~~F. Alfieri~~ ~~D. Pisarski~~
~~D. Berenson~~ ~~M. Rucker~~
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